Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (currently amended) A method, comprising:

detecting the occurrence of a marketing event for a customer having one or more printing devices, the marketing event regarding ~~one or more~~ printing device replaceable components for use by the printing devices of the customer ~~of a particular brand~~;

determining a historical printing device usage [[for]] of the printing devices by the customer;

determining a price for the ~~one or more~~ printing device replaceable components based on the historical printing device usage of the customer's printing devices; and

transmitting the price to the customer.

2. (currently amended) The method as recited in claim 1, wherein the determining the historical printing device usage further comprises calculating a number of pages printed by a particular brand of printing devices owned by the customer.

3. (currently amended) The method as recited in claim 1, wherein the determining the historical printing device usage further comprises calculating a number of pages printed by a particular brand of printing devices owned by the customer over a usage time period.

4. (currently amended) The method as recited in claim 3, wherein the usage time period [[of]] is a moving average.

5. (original) The method as recited in claim 3, wherein the usage time

period is a fixed time period.

6. (currently amended) The method as recited in claim 1, wherein the determining the <u>historical</u> printing device usage further comprises calculating an average number of pages printed per month by a particular brand of printing devices owned by the customer.

7. (original) The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving an order for one or more replaceable components from the customer.

8. (currently amended) The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving an inquiry from the customer for the price of [[the]] one or more replaceable components.

9. (original) The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving a depleted toner cartridge from the customer.

10. (original) The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises detecting a pre-determined time for transmitting an unsolicited advertisement to the customer.

11. (currently amended) The method as recited in claim 1, wherein:

the detecting the occurrence of a marketing event further comprises receiving a depleted printing device replaceable component from the customer, the depleted printing device replaceable component having component memory integrated therewith;

the determining <u>historical</u> printing device usage for the customer further comprises retrieving a component page count from the component

memory that indicates a number of pages printed using the depleted printing device replaceable component and adding the component page count to a cumulative page count to derive a new cumulative page count, the cumulative page count indicating a total number of pages printed by the customer using a particular brand of printing device replaceable component; and

the determining a price for the ~~one or more~~ printing device replaceable components further comprises determining a price for a printing device replaceable component that is identical to the depleted printing device replaceable component, the price being based on the new cumulative page count.

12. (original) The method as recited in claim 1, wherein the determining a price for the one or more printing device replaceable components further comprises determining a price of one or more presently ordered printing device replaceable components.

13. (currently amended) The method as recited in claim 1, wherein the determining a price for the ~~one or more~~ printing device replaceable components further comprises determining a price of one or more printing device replaceable components that [[that]] are available for sale.

14. (currently amended) The method as recited in claim 1, wherein the determining a price further comprises referring to a pricing table to determine a price for the ~~one or more~~ printing device replaceable components as a function of the <u>historical</u> printing device usage.

15. (original) The method as recited in claim 1, wherein the printing device replaceable component is a laser printer toner cartridge.

16. (currently amended) A system, comprising:
a printing device usage database that stores <u>historical</u> printing

device usage for a plurality of customers, the <u>historical</u> printing device usage being a number of pages printed by a particular brand of printing devices owned by a customer;

a pricing module;

a usage module configured to calculate <u>historical</u> printing device usage for each customer;

a pricing module configured to calculate a price of a printing device replaceable component for sale to a customer, the price being dependent upon the customer's <u>historical</u> printing device usage; and

message transmission means for transmitting the calculated price of the printing device replaceable component to the customer.

17. (original) The system as recited in claim 16, further comprising a recycling center to receive a depleted printing device replaceable component that has component memory integrated therewith and to retrieve a page count from the component memory, the page count indicating a number of pages printed utilizing the printing device replaceable component.

18. (original) The system as recited in claim 16, wherein the message transmission means further comprises a network connection over which the price may be transmitted to the customer.

19. (original) The system as recited in claim 16, further comprising an order center configured to receive a customer order for one or more printing device replaceable components.

20. (currently amended) The system as recited in claim 16, wherein the <u>historical</u> printing device usage is a number of pages printed from printing devices of a particular brand owned by a customer over a usage time period.

21. (original) The system as recited in claim 20, wherein the usage time

period is a moving average.

22. (currently amended) The system as recited in claim 16, wherein the historical printing device usage is an average number of pages per month printed from a particular brand of printing device owned by a customer.

23. (original) A laser printer that embodies the system as recited in claim 16.

24. (currently amended) One or more computer-readable media containing computer-executable instructions that, when executed by a computer, perform the following steps:

calculating historical printing device usage for the customer by determining a number of pages printed over a usage time period by printing devices owned by the customer that utilize a particular brand of printing device replaceable component; and

calculating the price of a printing device replaceable component, the price being a function of the historical printing device usage.

25. (currently amended) The one or more computer-readable media as recited in claim 24, wherein the calculating the price of a printing device replaceable component further comprises utilizing a pricing table that indicates a first prices for the printing device replaceable component when the historical printing device usage falls within a first range, and a second price for the printing device replaceable component when the historical printing device usage falls within a second range.

26. (currently amended) The one or more computer-readable media as recited in claim 24, wherein:

the historical printing device usage is a cumulative historical printing device usage;

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the calculating the <u>historical</u> printing device usage further comprises adding a page count retrieved from component memory of a depleted printing device replaceable component from the customer to the cumulative page count to derive a new cumulative page count for the customer, the page count indicating a number of pages printed using the printing device replaceable component; and

the calculating the price of the printing device replaceable component further comprises utilizing the new cumulative page count.

27. (original) A laser printer that embodies the one or more computer-readable media as recited in claim 24.